

ABSTRACT

THE IMPLEMENTATION OF ASSOCIATION RULE MINING (ARM) METHOD IN PREDICTING THE NUMBER OF PRODUCT STOCKS AT SWALAYAN FADHILLAH BENGKULU

By :
Irfan Wendiyansa¹
Liza Yulianti²
Ila Yati Beti²

Management of product sales data at Swalayan Fadhillah Bengkulu is still done manually. There is no system that helps predict the amount of product stock and the problem that is often faced is the scarcity of products supply that are in demand at Swalayan Fadhillah. For decision making in determining the amount of product stocks that can be adjusted to market demand, Fadhillah Supermarkets does not use a system yet and is still calculating manually. Therefore, this research was carried out with the aim of this study is the implementation of Association Rule Mining (ARM) method in grouping sales data at Swalayan Fadhillah. So you can easily determine and classify high product sales. The system implementation uses PHP programming language and MySQL database. The method used in this research is the waterfall method. After carrying out Association Rule Mining (ARM) process at Swalayan Fadhillah with data testing, the results obtained were the highest level of product sales at Swalayan Fadhillah, Bengkulu. This can be used as a reference by Swalayan Fadhillah for product supplies for the following month. Based on the results of calculations on sales transaction data using Association Rule Mining (ARM) method with a minimum support of 50% and a minimum Confidence of 75%, the association value of the Association Rule Mining (ARM) method is 93.75%.

Keywords: Data Mining, Association Rule Mining (ARM), Swalayan Fadhillah.

1: Student

2: Supervisor 1 and Co-Supervisor

